

## ORDER



Fox 30 JAX

**Orders**  
**Order / Rev:** 66022  
**Alt Order #:** 09844796  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 50  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/16/12 / 10/16/12  
**Order Type:** CIA - O

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** American Rambler Pro  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney/R/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	26	\$18,500.00	\$15,725.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$18,500.00	\$15,725.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$18,500.00</b>	<b>\$15,725.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Fox 30 JAX	15%	\$18,500.00
Market	100%	\$123,333.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	85%	\$104,833.33
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	10/22/12	10/23/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PIM	-----	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----			2			\$560.00		0.00			
E 2	WAWS	10/17/12	10/19/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI	--WTF--	:30	3	\$560.00	P-2	0.00	NM	3	\$1,680.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--			3			\$560.00		0.00			

Order / Rev: 66022  
 Alt Order #: 09844796  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Romney/R/President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 50

Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	10/17/12	10/19/12	M-F 10p-1030p M-F 10p-1030p NEWS	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$560.00	P-2	0.00	NM	3	\$1,680.00
E 3	WAWS	10/22/12	10/23/12	M-F 1030p-11p M-F 1030p-11p NEWS	CM	10:30 PM-11:00 PM	PMT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$300.00		0.00						
E 4	WAWS	10/17/12	10/19/12	M-F 1030p-11p M-F 1030p-11p NEWS	CM	10:30 PM-11:00 PM	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$300.00		0.00						
E 5	WAWS	10/17/12	10/19/12	M-F 11p-1130p M-F 11p-1130p 2.5 MEN	CM	11:00 PM-11:30 PM	--WTF--	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$200.00		0.00						
E 6	WAWS	10/22/12	10/23/12	M-F 11p-1130p M-F 11p-1130p 2.5 MEN	CM	11:00 PM-11:30 PM	PMT-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$200.00		0.00						
E 7	WAWS	10/23/12	10/23/12	Tue Reg 1 Tue Reg 1 RAISING HOPE	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,600.00		0.00						
E 8	WAWS	10/19/12	10/19/12	Fri Reg 2 Fri Reg 2 FRINGE	CM	9:00 PM-10:00 PM	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						
E 9	WAWS	10/20/12	10/20/12	FOX College Prime Game FOX College Prime Game COLLEGE FOOTBALL	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	2	\$950.00	P-2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$950.00		0.00						
E 10	WAWS	10/21/12	10/21/12	Su 11a-12p Su 11a-12p NEWS	CM	11:00 AM-12:00 PM	-----S	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$120.00		0.00						
E 11	WAWS	10/21/12	10/21/12	NFL 1p Singleheader NFL 1p Singleheader NFL	CM	12:58 PM-4:00 PM (1:00 PM-4:00 PM)	-----S	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$3,000.00		0.00						
E 12	WAWS	10/21/12	10/21/12	Su 8p-830p Su 8p-9p SIMPSONS	CM	8:00 PM-8:30 PM	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,800.00		0.00						
E 13	WAWS	10/21/12	10/21/12	Sa-Su 10p-1030p Sa-Su 10p-1030p NEWS	CM	10:00 PM-10:30 PM	-----S	:30	1	\$560.00	P-2	0.00	NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$560.00		0.00						
E 14	WAWS	10/21/12	10/21/12	Sa-Su 1030p-11p Sa-Su 1030p-11p NEWS	CM	10:30 PM-11:00 PM	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00

Order / Rev: 66022  
 Alt Order #: 09844796  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Romney/R/President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 50

Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAWS	10/21/12	10/21/12	Sa-Su 1030p-11p Sa-Su 1030p-11p	CM	10:30 PM-11:00 PM	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12		10/15/12	10/21/12	-----S	1		\$300.00		0.00						
													Totals	26	\$18,500.00